

Snap the Code: QR Codes in the Classroom



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What is a QR Code?

- “Quick Response” code
- Created by Toyota in 1994 to track vehicles
- 2-D code (QR code) can hold more information than a barcode



bar code



QR code



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How does it work?

- Camera-phone users with free QR reader app scan the code
- The code may contain:
 - Text
 - Contact information
 - Webpage URL
 - Graphics / images
 - Video
 - Audio



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How are they used?

- Magazines
- Signs / Billboards
- Business cards
- Buses
- Real Estate
- Product labels



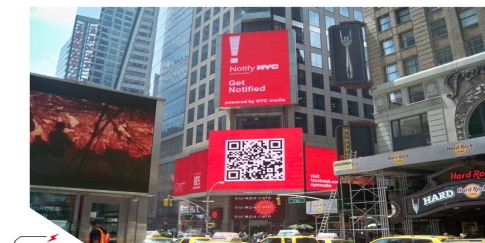
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A few examples - magazines



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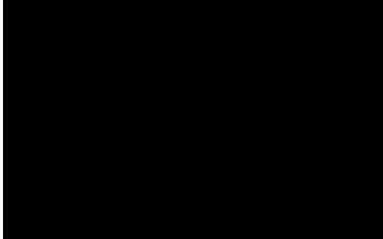
A few examples - billboards



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A few examples – business cards

- Video - Creating business cards with QR codes



A few examples – buses



A few examples – real estate



A few examples – product labels



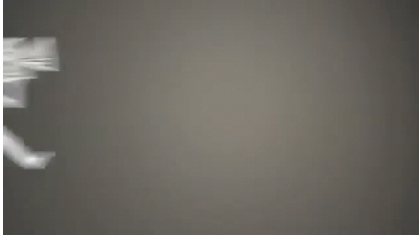
A few examples – fruit!



Trade shows - advertising



A few examples – QR Cows



You Tube video – "Reportage Qrcode.. Oh la vache !" (with voiceover)

A few examples – eTech Guidebook



QR Codes in the Classroom

- Podc
- Fore
- Soci
- Rec
- Dem
- Musi



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“Black and White and Scanned All Over”



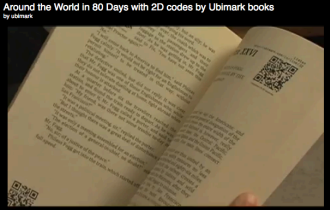
You Tube video – “Black and White and Scanned All Over”

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QR Codes in the Classroom

- Ubimark Books (commercial product)
<http://ubimark.com/in>

Around the World in 80 Days
\$17.99



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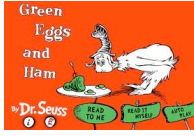
Around the World in 80 Days



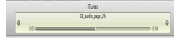
Ubimark video: “Around the World in 80 Days”; <http://ubimark.com/in/>

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Adapted book - Dr. Seuss



Audio recording

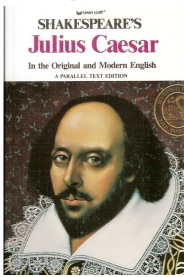


Sign language



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Adapted book – Julius Caesar



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Text Version



Kindle Version



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QR reader apps – Kaywa Reader

How does the Kaywa Reader work?

Launch the application on your phone then you hover over codes (QR Code or datamatrix). The camera of your phone scans the code and when it can read it, it immediately shows you the response.

Mobile site example:

Kaywa (<http://reader.kaywa.com/>)



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QR reader apps - ScanLife

The screenshot shows the ScanLife website with a navigation bar at the top. The main heading is "Download ScanLife". Below it, there's a sub-heading "One App to Read Them All. When you download and install the ScanLife App, it means you'll have the most universal, multi-functional phone scanner in the world. You'll be scanning in no time!". There are icons for App Stores, Android, Windows Phone, and OVI. A "How to download the app" section lists three steps: 1. Go to getscanlife.com from your mobile browser. 2. Press the download button when the site auto-detects your device. 3. The app will be downloaded to your device. There's also a QR code and a section for "Already have a code reader?". The URL www.getscanlife.com is at the bottom.

QR reader apps - QRafter

The screenshot shows the iTunes Preview page for the app "QRafter - QR Code Reader and Generator" by Kerem Erkan. It includes a description: "QRafter is the first QR Code app that is designed for iPad instead of just taking the iPhone version and making it bigger!". There's a "What's New in Version 4.2" section mentioning a fix for a crash. The app is listed as "Free".

Let's try it out

Open Qrafter on your iPod



Let's try it out

Click the camera icon to scan a code

QRAFTER

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Let's try it out

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QR Code Generators - Kaywa

Version: 1.00 BETA | Non-Commercial Use Only KAYWA // TECHNIPARKSTRASSE 1 // 8005 ZUERICH // SWITZERLAND // SUPPORT

Kaywa (<http://qrcode.kaywa.com/>)
URL, Text, Phone Number, or SMS

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Free Websites: store video & sound

- www.sites.google.com

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Free Websites: store video & sound

- www.livebinders.com

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I wonder what it says... C'mon damn phone, scan it!

There's a certain type of people who are easily distracted

If you show them a QR code, they'll immediately stop everything and grab their smartphones

This led me to invent a new sport: QR code hunting!

See that hipster crossing the road?

HEY!

SPLAT

C'Mon, make a sign. It's fun! iPhones are one point, Androids two, Blackberries three and Windows Phone 7s are ten!

I will have no part in this

(Idea stolen from xkcd.org/356) Brajn.org

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